

<https://garypearson.com/vo/resume/full.wav>

CREATIVE MARKETING MANAGER

Proven mass media designer with over 15 years of diverse experience and education. Extensive experience managing lead generation programs, video streaming and eCommerce infrastructures at the creative and administration level. Visual design that bridges the media gap of commercial print, social media, web development, magazine ads, tradeshow and vehicle graphics.

- Branding Standards
- Advertising Campaigns
- Lead Generation
- On-Line Content
- Media Buying
- Video Editing
- Web Development
- AI Query Formulation

EXPERIENCE

LinX Visual Inc., *Creative Marketing Manager* <https://linxvisual.com>

Marketing strategy and content development for web and print media. Develop promotional strategies for eCommerce, eMail marketing, SEO, advertising and sales campaigns. Also, actively involved in web development and programming tasks.

- eCommerce revenue growth
- Increase social media subscribers
- Developed video content libraries
- Domain admin. and development
- Front-end web development
- Programming

Owen Equipment Company, *Marketing Director* <https://owenequipment.com>

Managed corporate branding, advertising and social media for three heavy equipment companies. Defined graphic standards and lead generation programs. Recommended and negotiated large media purchases, commercially printed collateral, direct mail, tradeshow graphics and corporate communications. Actively contributed to web development projects and utilized programming skills for website improvements.

- PPC & AdWords buy
- Increased lead generation by 30%
- Tradeshow graphics
- Increased paid training
- Website traffic up 43%
- Managed Social Media

Exterro, *Creative Manager* <https://www.exterro.com>

Created unique online user experiences and lead generation programs showcasing Exterro's enterprise software. Support global sales team and executives. Redesigned WordPress website to better engage users and prospects, involving web development and programming efforts.

- Print & social media advertising
- Deployed WordPress website
- Increased website traffic
- 27% increase User Conference
- 47% click rate on eMails
- Web Dev and programming

Sunset Magazine, *Marketing Art Director,* <https://www.sunset.com>

Sunset Magazine was a regional magazine owned by Time Inc. with a circulation of 1.4 million paid subscribers. I managed the sales media kit and added-value programs for the national sales team. Worked on the original website development team to modernize usability, content, and traffic.

- Added-value programs
- Virtual home tours
- Secure sales portal
- Reduce media kit costs by 40%
- YouTube Channel
- Managed Website

EDUCATION

California State University Chico — BA Communications

This unique, interdisciplinary degree represents several disciplines; including writing, graphic design, video production, photography, mass communication, web development, and programming.



PORTFOLIO

>> <https://portfolio.garypearson.com>



REFERENCES

>> <https://references.garypearson.com>